

Clean Nova Scotia *Annual Report*

July 1998 to June 1999



Clean Nova Scotia

putting our future first

Who We Are

Clean Nova Scotia

is a non-profit environmental education organization. We work with Nova Scotians to help them understand the importance of environmental responsibility and provide them with the means to make positive decisions about the environment. We do this in two ways:

1. Delivering environmental programs province-wide.

Our flagship programs include the Moosehead Maritimes Beach Sweep, Planet Action Club for Kids (PACK) newsletter, the Great Nova Scotia Pick-Me-Up, and Waste Reduction Week.

2. Providing information to all Nova Scotians.

Our team consists of a knowledgeable, committed staff and Board of Directors, and a supportive group of volunteers and members. Our membership includes individuals, families, volunteer groups, businesses, and institutions from across the province. We all share one thing in common – the hope that we can work together to achieve a sustainable, environmentally-healthy society for future generations to enjoy. Our motto is:

"Putting Our Future First."

Established in 1988, Clean Nova Scotia is celebrating 11 years as an environmental resource. Over that time, our message has reached thousands across the province and around the world through our proactive work with government, businesses, organizations, and over 200,000 volunteers.



Clean Nova Scotia

putting our future first



EXECUTIVE DIRECTOR'S MESSAGE

I am pleased to present the annual report for the fiscal year from July 1, 1998, to June 30, 1999. This is my third report as Executive Director, and over the past years, I have learned much about the strength of this organization, its past achievements and its potential for the future.

The celebration of ten years of Clean Nova Scotia was an opportunity for many of us to take stock and appreciate the accomplishments of all Nova Scotians and, particularly, the important role of this unique organization. It is only fitting that following a year of celebrating the accomplishments of the past, we are now in the process of looking forward to new challenges and opportunities. We are poised to identify new applications for Clean Nova Scotia's considerable strength in bringing individuals, groups, businesses, and government together on crucial environmental issues.

Our Future Committee has taken the lead to identify issues such as climate change and clean water as

possible new directions for the organization, while continuing the important work still to be done on litter and solid waste. We will be in our own building by the fall of 1999, which will give us more space, more opportunity to interact with the public, and more potential to demonstrate new technology.

As you browse through the report, you will find a mix of the new and the old. Programs like the *Planet Action Club for Kids (PACK)* and *Waste Reduction Week* will be familiar to most. Newer programs include the *Climate Change Workshops*, *Access Cable Shows on Climate Change*, the *Community Garden in Halifax*, and the *Green Cart Workshops*. As well, we have increased our work with businesses to assist them wherever possible in the process of moving toward eco-efficiency.

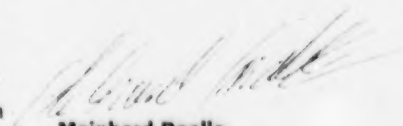
Clean Nova Scotia's ability to work in partnership with other organizations, including *Public Legal Education*, the *Gulf of Maine Council on the Marine Environment*, the *Tree Canada Foundation*, the *Resource Recovery Fund Board (Inc.)*, *Earth Day Canada*, and *EarthCycle Opportunities Society* stands out as a major contributor to the success of our programs over the past year. At the same time, Clean

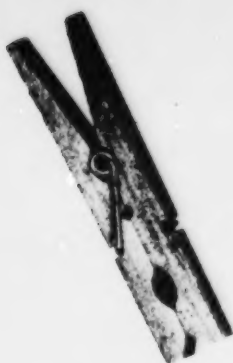
Nova Scotia continues to make contributions to the efforts of other groups and organizations, including the *Department of the Environment's State of the Environment Reporting*, *Voluntary Planning*, the *Climate Action Network*, and the *Nova Scotia Environmental Network*.

We are continuing the process of educating our fellow citizens on why we must and how we can move toward becoming a society committed to conservation. Most importantly, Nova Scotians are beginning to take responsibility for, and are making their own contribution to, the sometimes complex solutions to the environmental problems we are facing.

With the commitment Nova Scotians have demonstrated to finding ways to lessen their impact on the environment and help us live within our means environmentally, we are poised to transfer past successes to other issues such as climate change and clean water.

I look forward to continuing to work with existing and new members, our Board, staff, and our partners toward this goal.


Meinhard Doelle
Executive Director



CHAIRPERSON'S MESSAGE

It has been both a privilege and a pleasure to serve as the Chair of the Board of Directors of Clean Nova Scotia during this past year.

This has been a year of changes, challenges, and accomplishments, as we have experienced marked changes in our sources of funding, challenges as to our future direction for the Board of Directors, and changes in and for our staff. Meeting these challenges has led to some major accomplishments. Through all of these challenges and changes, we have drawn strength from each other – both Board and staff – and as a team, in our commitment to an organization which is continuing its growth into a mature and credible environmental advocate for Nova Scotia. We have also striven to maintain and enhance our working relationships with all levels of government.

A major challenge this past year was presented to Clean Nova Scotia with the withdrawal of core funding, which was a mainstay for the first nine years of our existence.

This shortfall represented a significant percentage of our budget and, in the short term, required cutting back or eliminating some core services. Replacement of funding, lost due to cutbacks over the past two years, has necessitated increased efforts in fundraising and generating program funding. Our corporate sponsors have been most supportive throughout this difficult transition, and we thank them most sincerely for rising to the occasion. There is no question that we have come through this phase with increased independence and strength.

One cannot overstate praise for our faithful, flexible, dedicated, and multitalented staff – the backbone of our organization and the frontline workers in our day-to-day operation. We were sorry to lose two senior staff members in the past year, Heather Gordon and Greg Marquis, who left reluctantly, but under the happy circumstance of moving up in their careers. Our capable Executive Director, Meinhard Doelle, was able to ensure a smooth transition, with the rest of the talented staff "carrying the ball."

The Board of Directors – the policy-makers of Clean Nova Scotia – has had a very exciting year of growth in maturity, activity, participation, and awareness. The Executive

Committee and all of the Board's sub-committees pushed forward our agenda through many long hours of meetings and effort. The setting up of the Future Committee, under the chairmanship of Peter Underwood, was a major step toward finding a new and vital sense of direction for our organization, through the anticipated implementation of its recommendations, developed through a series of meetings and with interaction with all Board members. A series of special Board meetings have also been convened in an effort to engage the Board and membership in shaping the future of Clean Nova Scotia. All of this is a good start in what should be a productive, ongoing process, with some good results already evident.

The sudden, tragic loss during the year of Board member and volunteer extraordinaire, Peter Kidd, left a large gap in our ranks, as well as in the whole environmental movement. His dedication, sensitivity, and knowledge are sorely missed, as is his warm personality.

Thanks to its excellent team of Board, staff, and supporters, Clean Nova Scotia faces the new millennium with confidence and optimism, anticipating that we will continue to address new challenges by changing them into opportunities. We go forward with a strong conviction that we have a vital role to play in the future of Nova Scotia.

On a personal note, I wish to thank all of the Board and staff members who have been so very understanding, supportive, and kind to me during this past year, which has been an extraordinarily difficult one in my life – your kindness enabled me to continue as Chair, and will never be forgotten. Lastly, my thanks go to Meinhard Doelle, in both the corporate setting and on the level of personal interaction, for his service to Clean Nova Scotia as a whole, and his support and cooperation shown to me as Chair.

Respectfully submitted,


Audrey Manzer
Chairperson

Looking Toward the Future

Putting Our Global Future First

Clean Nova Scotia has always been "in the business" of providing environmental education and quality programs to Nova Scotians to help them live more sustainably. During this past year, interestingly enough, we observed a marked increase, not only in the number of information requests from Nova Scotians, but also in national and international requests.

Here are some highlights:

- This spring, programs officer Debbie Nielsen spoke about composting on CBC Radio's information show Maritime Noon. Response to her appearance on the show was astounding; over 80 calls were taken in the next day-and-a-half requesting our composting information packages. One lady from California even called us for information from her car phone as she was travelling through the area!

- In February, Gustavo Juan Molina contacted us from Argentina on the topic of battery recycling ("el reciclado de baterías de hogar").
- An individual in Canberra, Australia asked Clean Nova Scotia for help with waste reduction education for that city.
- There was a query about scrap metal from Dubai.
- We received coverage on our annual Dinnerless Dinner in England's prestigious international Warmer Bulletin.
- An environmental consulting firm based in Oxfordshire, England, hired to do a study for the European Commission, had questions about the Nova Scotia Materials Exchange.
- We had an inquiry from Guatemala about composting programs for small communities.

Programs

Moosehead Maritimes Beach Sweep

The summer of 1998 marked the 10th year for the Moosehead Maritimes Beach Sweep, organized by Clean Nova Scotia. Participation for the event, sponsored by Moosehead Breweries Limited, exceeded 13,000 people. A press conference was held at the Maritime Museum of the Atlantic, with the theme of ten years of litter abatement in Nova Scotia. The program received media coverage from CBC Radio, CBC Television, Global Television, ATV, and *The Daily News*.

Assisted by Environment Canada, and partnering with groups in New Brunswick and New England, Clean Nova Scotia also collected data on debris in the Gulf of Maine. ACAP Saint John was instrumental in making the Beach Sweep a success in New Brunswick. In the fall, CNS coordinated a Gulf of Maine beach sweep and held a press conference on November 4 in Saint John, New Brunswick. The event was a huge success, with Clean Nova Scotia being awarded the Gulf of Maine Council on the Marine Environment Visionary Award.

The Beach Sweep program has been equally successful in the summer of 1999, with over 13,000

beach sweepers participating in Nova Scotia, New Brunswick, and Prince Edward Island. This year, the beach sweep kit got a makeover; the booklet, posters, data cards, and garbage bags were updated with a brand-new look. A Beach Sweep press conference is planned for the fall, with sources of debris as its theme.

Great Nova Scotia Pick-Me-Up

This long-running litter abatement program attracted over 27,000 volunteers in the summer of 1999. Initiated in 1992, the program was sponsored by First Brands (Canada) Corporation's Glad to Help program. As with the Beach Sweep program, the Great Nova Scotia Pick-Me-Up materials were revamped and given a new look this year. An estimated 21,000 bags of garbage and recyclables were collected in communities throughout the province.

RRFB (Inc.) Waste Reduction Centre

The Waste Reduction Centre (WRC), sponsored by the Resource Recovery Fund Board (Inc.), began operation in September 1996. Its goal is to ensure that current, consistent and comprehensive solid waste education is available to all Nova Scotians. During the past year, the Centre was comprised of three components: The Waste Reduction Centre (General), School Presentations, and Targeted Events.

Waste Reduction Centre: Overview, July 1998 - June 1999

Accomplishments of the WRC, July 1, 1998 - June 30, 1999

WASTE REDUCTION CENTRE

- assisted a wide variety of Nova Scotians with waste reduction information
- fielded roughly 2,867 hotline calls on the 1-800-665-LESS Waste Reduction hotline
- visited 89 Enviro-Depots in Regions 2, 3 and 4 to assist operators with solid waste education

SCHOOL PRESENTATIONS

- made presentations to over 22,800 students in 187 English and French-speaking schools

TARGETED EVENTS

- attended 51 community events/festivals

Wasteless School Challenge

A yearly competition held to determine which school produces the least waste, this year's winner was St. Mary's Elementary School in Sherbrooke, with an amazing one gram of garbage per student per day.

Waste Reduction Week

October 16-23 marked Clean Nova Scotia's seventh annual Waste Reduction Week. The week is used to recognize the need to better manage the solid waste created by Nova Scotians, and to recognize efforts currently made to reduce the amount of waste produced in the province. Clean Nova Scotia received a great deal of media coverage during the week, with spots on Breakfast Television, nightly appearances on ATV's Live at Five, as well as advertising spots. WRW events were covered in print and on radio stations throughout the province, with interviews on CBC Radio's Information Morning and Maritime Noon. Sponsors for Waste Reduction Week 1998 included ATV, CIBC, Halifax Regional Municipality, Michelin North America (Canada) Ltd., Resource Recovery Fund Board (Inc.), Shoppers Drug Mart, The Chronicle-Herald, and The Oland Brewery Ltd.

Waste Reduction Week Luncheon

One of the most popular WRW events, the luncheon was held at the Holiday Inn Harbourview in Dartmouth on Friday, October 16. Two hundred people attended the luncheon, hosted by CBC's Linda Kelly. Keynote speaker Tony

Bebbington of Bebbington Industries spoke about how environmentally friendly and sustainable businesses can survive and even prosper in Nova Scotia.

Swap Saturday

Clean Nova Scotia worked to support the efforts of the Enviro-Store in Halifax, which held a Swap Saturday to encourage waste reduction and the reuse of materials.

Compost Sunday

CNS held an organics drive at a North End Halifax apartment building to create awareness about the value of composting, and promote the use of composted organics in the North End Community Garden.

Lug-A-Mug Monday

On Monday, October 19, CNS promoted the use of reusable mugs across the province. Reusable Clean Nova Scotia mugs were distributed throughout the week at our events.

Wasteless Lunch Tuesday

This was a theme day created to encourage Nova Scotians to pack lunches in reusable containers, creating a wasteless lunch. CNS promoted the wasteless lunch through school presentations throughout the week, as well as on ATV.

Walk-To-Work Wednesday

Clean Nova Scotia used this day to encourage people to use alternative methods of transportation to get to work. People were encouraged to walk, run, and bike to work, as opposed to driving, to save energy and money, and reduce air pollution.

Thrifty Thursday

The goal of this day was to promote thrift in reuse. By shopping for items such as used books, clothing, toys, and building materials, consumers can not only save money, but they reuse already manufactured materials. These purchases save the resources that would have gone into producing a new, similar item, and prolong the life of the original item.

Re-Threads Fashion Show

Our final event of the week was our 2nd annual Re-Threads Fashion Show, held at the Dalhousie University Student Union Building on Friday, October 23. Hosted by ATV's Ron Kronstein, the event featured fashions which were either reused or created from recycled materials. Some of the fashions included reusable cloth diapers, a vest crocheted from plastic drycleaning bags, a gown

Programs Cont'd

made from Tyvek (a building material), and a wedding dress and veil which included materials such as used CDs and bottle caps. Designers let their imaginations run wild and came up with clever and innovative creations. Immediately following the fashion show, Clean Nova Scotia held a 10th anniversary celebration with cake and refreshments.

Nova Scotia Materials Exchange

The first not-for-profit materials exchange of its kind in Nova Scotia, the program is based on the idea that one person's garbage may be another person's treasure. The Materials Exchange is funded by Action 21 and the Resource Recovery Fund Board (Inc.), and features over 115 listings. Check them out on the Clean Nova Scotia web site, at: www.clean.ns.ca/materials_exchange/wxh.htm

North End Community Garden

In the summer of 1998, Clean Nova Scotia worked with North End residents to plan and build their own special garden. The garden, located in Murray Warrington Park, on the corners of Gerrish and Brunswick Streets, is now undergoing its first full growing season. The result of a partnership

between The Oland Brewery Limited, Halifax Regional Municipality, and Clean Nova Scotia, the garden is a community-driven project. Initially, the children of St. Patrick's-Alexandra School, along with students from DalTech's School of Architecture designed the garden. Construction began in July, with much of the time and materials donated by local businesses, individuals, and organizations. Water has been supplied by the Halifax Regional Water Commission, and the site was donated by the Halifax Regional Municipality. Shrubs, bushes, vegetables, and flowers have all been planted in the garden, a great source of pride to the residents of Halifax's North End.

Buy Nothing Day

November 26, 1998

In the spirit of waste reduction, Clean Nova Scotia publicizes Buy Nothing Day. This is a day dedicated to reflecting upon how our purchases directly and indirectly affect our environment and our planet. Buy Nothing Day embraces the idea that not buying something is sometimes the best way to reduce our environmental impact.

Earth Day

On Earth Day, April 22, Nova Scotians were invited to come into the office to sign the Re-Use Pledge. This campaign, organized by Earth Day Canada, encourages people to reuse items whenever possible, and save our resources. The signatures of program participants were displayed on a flag, and later revealed at a special flag-raising ceremony, attended by the Minister of the Environment, Michel Samson, and Earth Day Canada president Jed Goldberg. As well, information booths were set up and school presentations were conducted throughout the day. We received Earth Day media coverage on Breakfast Television, Live at Five, as well as on CBC Radio's Information Morning and Maritime Noon.

Environment Week

May 30 - June 5, 1999

Clean Nova Scotia launched its Environment Week 1999 activities on May 31, with a climate change workshop in Halifax. From June 1 - 4, CNS featured an environmental display and activities for kids and adults at the Museum of Natural History, which included a 3Rs touch table, videos, and environmental games. Also highlighted during the week was the Moosehead Maritimes Beach Sweep, which

began on June 4. Clean Nova Scotia received tremendous media coverage, with spots on Breakfast Television and/or Live at Five during four out of the five week days. Environment Week articles also appeared in *The Chronicle-Herald*, *The Daily News*, the *Antigonish Casket*, and other newspapers across the province.

Tree Canada Tour

The 1999 Tree Canada Tour was based primarily in Canada's North. The tour provides young people from across the country the opportunity to learn about the geography, culture and people of Canada. The Nova Scotia representative for this year was Jerry Watson, a Grade 11 student at Bridgetown Regional High School in Bridgetown, Nova Scotia.

Guide to Environmental Law/Environmental Assessment Handbook

Partnered with Peter Mushkat and Public Legal Education, Clean Nova Scotia is producing an updated Citizens' Guide to Environmental Law. Work on the Guide is now in its final stages. The Guide, and its CD-ROM version, sponsored by CBCL, should be available this fall.

Clean Nova Scotia Web Site -

www.clean.ns.ca

Our web page provides a comprehensive look at CNS activities and programs. The site contains information on activities, publications, resources and staff, with links to other web sites.

Composting and Solid Waste Education

In the summer and fall of 1998, Clean Nova Scotia delivered a series of workshops to residents of the Halifax Regional Municipality on residential organics education. The workshops complemented the new green cart organics collection program initiated by HRM. With over 103,000 residential units receiving the green carts, workshops focused on the use of organic carts, backyard composting, and HRM's solid waste program.

Used Oil Education

In the fall of 1998, Clean Nova Scotia distributed information to oil retailers and ran newspaper advertisements discussing the proper disposal of used oil. Partnered with the Nova Scotia Department of the Environment and the Canadian Petroleum Products Institute, the program was designed to create awareness and educate about the proper disposal of crankcase oil by the do-it-yourselfer.

ICI Organics Program

Funded by the Nova Scotia Department of the Environment and the Resource Recovery Fund Board (Inc.), this program was designed to help prepare members of the ICI (industry, commercial, institutional) sector for the November 30, 1998 landfill and incinerator ban on organics. Clean Nova Scotia staff met with businesses to examine the existing waste removal systems in place, and make recommendations on how to best adapt to the new ban.

New/ Anticipated Programs

Adopt-A-Beach

Currently in the proposal stage, this program will assist individuals in becoming stewards of Nova Scotia's beautiful beaches.

Home Tune-Up/ Home Challenge

When this program is put into place, 2,000 households in the HRM will be visited. Clean Nova Scotia staff will provide information on energy and water conservation in the home, and tips on how to reduce solid and hazardous wastes.

Climate Change 2000

Initiated in November 1998, this program was established to create awareness and educate about climate change, and its effects on our environment. Funded by the Climate Change Action Fund, The Department of Natural Resources, and the Department of the Environment, the program includes a series of province-wide workshops, designed to inform and motivate action among its participants.

Water/Sewage Education

As part of the renewed efforts to clean up the Halifax Harbour, Clean Nova Scotia is proposing to provide education about water and sewage issues to residents of the Halifax Regional Municipality.

School Presentations

Clean Nova Scotia plans to develop a comprehensive four-module set of environmental school presentations tailored to meet the needs of elementary, junior high, and senior high school students. These modules will focus on land, air, and water issues, as well as outdoor education.

Travelling Environment Show

Climate Change Videos and Cable Show

Building on the successful eight-part waste reduction video series filmed in 1997, Clean Nova Scotia is in the process of completing an additional four videos, produced by Access Communications in Dartmouth. The focus of these new shows will be climate change. The shows will be made available to cable stations across the province, and video tapes will be produced for the public.

Gulf of Maine Piggyback Message Program

With funding made available through the Gulf of Maine Council on the Marine Environment, Clean Nova Scotia approached businesses bordering the Gulf of Maine, in Canada and the US, about placing environmental messages on products, packaging, and business materials.

NEW/ONGOING PUBLICATIONS

PACK

Initiated in 1995, the *Planet Action Club for Kids (PACK)* newsletter tackles environmental issues that affect us all, young and old. The newsletter, featuring "Cool Coyote", is aimed at senior elementary students and is accompanied by a Teacher's Guide which provides supplementary information and suggested activities for students. It is distributed three times a year. *PACK* has become part of the school curriculum for many elementary schools throughout Nova Scotia. The newsletter is engaging due, in part, to its colorful

artwork featuring Cool Coyote. Its informative content is contributed by local artists and writers, and has a Nova Scotian focus. *PACK* is distributed free of charge, and this year, reached over 12,000 children in 400 classrooms across the province. During the 1998-1999 academic year, topics featured included composting, forests, and special places. Look for upcoming features on climate change, the individual, and air.

ReNews

ReNews, distributed quarterly, is a newsletter which covers hot environmental issues, provides tips on how to live sustainably, and outlines current CNS activities. The newsletter reaches over 2,500 individuals, businesses, schools, and members of government. Topics covered this year have included rain barrels, recycling used oil, indoor air quality, climate change, winter composting, on-site composting at Alderney Manor, and taking a green approach to computer purchasing and operation.

Green Season

The *Green Season* is sent to over 4,000 readers every spring. Typically, the publication introduces to its readers important environmental dates and timely litter abatement programs, including the Moosehead Maritimes Beach

Sweep and the Great Nova Scotia Pick-Me-Up. This year's issue included articles on both programs, participation forms, and a cut-out list of environmental events for 1999.

Membership Brochure

A new membership brochure, created in the summer of 1998, has been well-received. The brochure gives an overview of Clean Nova Scotia and its flagship programs, and underscores the importance of connecting with nature and taking initiative in protecting the environment. The back panel features eco-facts and tips. The brochure insert has recently been updated to reflect the new membership fee structure, which now includes a special price for Youth/*PACK* members, students and seniors, and families.

Adopt-A-Highway Brochure

Clean Nova Scotia has partnered with the Women's Institutes of Nova Scotia, the Lions Club of Nova Scotia, and the Departments of the Environment, Economic Development and Tourism, and Transportation and Public Works to invite concerned individuals and groups to become stewards of sections of Nova Scotia's highways.

Nova Scotia Materials Exchange Brochure

Created for the Materials Exchange program, which has a long-term goal of helping business and industry develop creative ways to avoid landfilling and reduce disposal costs, this brochure describes program features and includes a materials listing form.

Climate Change Brochure

This brochure, for one of CNS's newest programs, was designed to complement the information workshops delivered across the province and provide a beginner's introduction to the climate change issue. The colorful publication explains key terms, provides a layperson's explanation of how climate change can affect them, as well as tips for reducing energy use.

Annual Report

Clean Nova Scotia's annual report, presented to members at our Annual General Meeting, provides an overview of CNS activities for our fiscal year, which runs from July 1 of one year, to June 30 of the next. Our annual report lists members of the CNS team, and financial and program information, as well as details about projects on the horizon.

Media Coverage/ Activities

Clean Nova Scotia stories and media releases were picked up by a variety of electronic and print media, including the following:

Television

Over twenty appearances were made on local television, including ASN's Breakfast Television, ATV's Live at Five, CBC's First Edition, as well as Maine Public Television.

Radio

CJLS Radio Yarmouth, CKEN Radio Kentville, CJCH Halifax, CJFX Radio Antigonish, CBC Information Morning, CBC Maritime Noon

Print

Senior Advocate, The Chronicle-Herald, The Mail-Star, the Pictou County Evening News, the Hants Journal, the Co-op Quality Times, the Saint John Telegraph Journal, The Coast, The EnviroConnect, the Truro Daily News, the Halifax Commoner, the Parent-Child Guide Book, the Gulf of Maine Times, The Teacher, The Nova Scotia Business Journal, Warmer Bulletin, The Daily News, the Antigonish Casket, Le Courrier, the Lighthouse, the Strait Regional School Board Focus

The Daily News Sunday Homes Column

In the past year, Clean Nova Scotia had a number of home-related environmental pieces published in the Sunday Homes section of *The Daily News*.

Fundraising

Membership Campaign

Over the past year, initiatives have been put in place to encourage new membership. We had 72 new members join between July 1, 1998 and June 30, 1999. We wish to welcome these new members to the Clean Nova Scotia family.

Clean Nova Scotia Clean Drive Golf Classic

On July 15, the first-ever Clean Drive Classic was held at the Fairview Golf Center in Halifax. The Classic is a driving tournament featuring contests for the longest drive, putting, chipping, and accuracy, and promotes responsible golfing practices. Over 60 participants came out for this event.

Dinnerless Dinner

For its eighth year, Clean Nova Scotia extended a warm invitation to not attend our Dinnerless Dinner. The Dinner is a non-event, where you do not have to get dressed up, spend time, money and gas travelling to get there, or listen to boring after-dinner speeches. The Dinnerless Dinner depends on "no-shows", generates no waste, and promotes environ-

mental awareness and education. Congratulations to the Green Committee at Cape Breton Highlands National Park, for winning the clearmounted Clean Nova Scotia poster, our Early Bird prize.

Beach Auction Gala

On June 8, International Oceans Day, CNS held a Beach Auction Gala. Held at the Halifax Train Station, participants enjoyed a delicious meal, were entertained by Masters of Ceremony Bill Carr and Jordy Morgan, and had the chance to bid on three beautiful Nova Scotian beaches including Ingonish Beach, Lawrencetown Beach, and Queensland Beach. As well, a silent auction was held during the dinner. Some of the auction items included a trip for one to Sable Island, a Robert Bateman wildlife print, a Palm Pilot organizer, and a Wallace MacAskill print. Proceeds from this event go toward programs that help keep the beaches clean, and educate about environmental stewardship.

Sponsors and Donors

Champion Award (\$25,000 and Up)

Climate Change Action Fund
Moosehead Breweries Limited
Nova Scotia Department of
the Environment
Nova Scotia Power Inc.
Resource Recovery
Fund Board (Inc.)

Patron Award (\$10,000 - \$24,999)

ATV
Gulf of Maine Council on the
Marine Environment

Benefactor Award (\$5,000 - \$9,999)

First Brands (Canada) Corporation
The Oland Brewery Limited

Supporter Award (\$2,000 - \$4,999)

Imperial Oil Charitable Foundation
Maritimes & Northeast Pipeline
Michelin North America
(Canada) Ltd.
Proctor & Gamble

Scotia Investments Group of
Companies

Seagull Pewter & Silversmiths
Limited

Stora Enso

Contributor Award (\$600 - \$1,999)

MTT
Bill Mont
Sable Offshore Energy Inc.

Friends Award

Allura Communications
Allegra Print
E. Elizabeth Apold
Atlantic Wholesalers Ltd.
Atlantic Eneritech Ltd.
Anne Bastedo
Larry Baxter
Big B Beverages Limited
June Blaikie
Bowater Mersey Paper
Company Ltd.
CIBC Charitable Foundation
Canadian Pacific Hotel Limited
Canadian Petroleum Products
Institute
Cape Breton Highlands National
Park Green Committee
Coastal Ocean Associates Inc.
Raymond Côté

Lee Anne Chassie
Jacqueline Chretien
D & L Engineering Sales Ltd.
Dalhousie University
Winnifred Day
Deloitte & Touche LLP
Meinhard Doelle
Eileen Eaton
Enviro Waste Ltd.
Farnell Packaging Ltd.
Wayne Fiander
Sandra Finley
Walter Fitzgerald
Edith Fraser
Justin Friesen
Shirley Geddes
Halifax Construction & Debris
Recycling Ltd.
Rosemary Hayter
E.D. Horlock
Hotel Halifax
Ideahouse Group Development Inc.
Investment Property Owners
Association of Nova Scotia Ltd.
Jacques Whitford & Associates
Limited
James Associates Ltd.
Bud & Phyllis Jardine
Richard Levy
Loblaw

Sponsors and Donors Cont'd

John Manning
Audrey Manzer
Margó Marshall
Maritimes NRG
Minas Basin Pulp and Power Co.
Marlene Moore
Municipality of Barrington
Municipality of the District of Digby
Lewis & L. Jean Murray
Stephen Newson
Nova Scotia Public Interest
Research Group
Andrew Paton
Philip Analytical Services Corp.
Philip Environmental Services
Helen Pickles
George Ramia
Mike Rankin
Freda Robb
Werner Schwantje
Paul Schwartz
Scotia Investments Group of
Companies
Seaforth Engineering Group
Graham Smith
Stewart McKelvey Stirling Scales
Vera Stone
Edith Taylor

George Taylor
The Clean Air Centre
Debby Trask-Cushing
Twinpak Atlantic Inc.
Video-tech Limited
Waste Resource Containers
Ruth & Ronald Witt
Donald Zwicker
*In-Kind
Recognition Awards*
Allura Communications Ltd.
Beaver Lumber
Brio Bodywear Inc.
Bro-Moc Print & Litho Ltd.
Bill Carr
Environment Canada
First Brands (Canada) Corporation
Frame Plus Art
Gallery by the Sea
Halifax Seed Company Inc.
Halifax Regional Water Commission
Hefler Forest Products Ltd.
Historic Feast Dinner Theatre
Great Ocean Natural Food Market
Jonathon Bond Fine Gifts and
Botanicals
Linda Kelly
Ron Kronstein

MTT
Maritimes & Northeast Pipeline
Heidi McGuigan, Senior Sales
Director, Mary Kay Cosmetics
John McKeage
Margot Metcalfe
Jordy Morgan
Murphy's on the Water
National Art
Neptune Theatre
Nesbitt Burns
NS Digital Technologies
Nubody's Fitness Centres
Peller Estates
Michael Pink
Seaman's Beverages
Sunglass Hut
The Oland Brewery Ltd.
The Summit Aesthetic Spa
The Chronicle-Herald
Helen Tupper
Margaret van Gorp
Warner-Lambert Canada
Susan Waringer
Sue Watson
White Point Beach Resort
YMCA

Board of Directors/ Staff

Jeanne Cruikshank

Canadian Council of Grocery Distributors

Elwood Dillman

Scotia Investments Group of Companies

Archie Fader

Karen Hollett

Martin Janowitz

Jacques Whitford & Associates Limited

The Late Peter Kidd

Learning Materials Consulting Centre

Mike Leblanc

Nova Scotia Department of the Environment

Brenda MacDonald

Nova Scotia Power Inc.

Nigel Miller

The Oland Brewery Limited

Steve Rankin

Heather Scott

Seagull Pewter & Silversmiths Ltd.

John Sutherland

Atlantic Dairy Council

George Taylor

Bert Wood

Lindsey Morden Claim Services

Chair

Audrey Manzer

Past Chair

Richard Rudnicki

Fox Point Venture Company

Executive Committee

David MacDougall

Andrew Paton

Department of Housing and Municipal Affairs

Don Zwicker

Union of Nova Scotia Municipalities

CNS Committees

Future Committee

Waste Reduction Week Committee

10th Anniversary Committee

Climate Change Advisory Committee

Membership Committee

PACK Advisory Committee

Beach Auction Gala Committee

Nomination Committee

External Committee

Memberships

Gulf of Maine Committee

Adopt-A-Highway Committee

Nova Scotia State of the Environment Advisory Committee

Voluntary Planning

Go For Green Committee

Staff Retreat

Kempt

The staff attended a retreat from November 12-14 in Kempt, near the Kejimikujik National Park. The Whitman Inn provided the perfect venue to reflect upon our work over the past year, and determine our path for the next twelve months. With financial support from the Community Animation program, we were able to have Rochelle Owen facilitate the sessions, resulting in a very efficient and productive retreat.

Staff

Clean Nova Scotia has a permanent staff consisting of the Executive Director, the Manager of Finance and Administration, the Director of Development, and Senior Programs Officers. Other staff are hired on a contractual basis to fulfill program requirements.

Meinhard Doelle

Executive Director

Meinhard holds a B.Sc. (Chemistry) and an LL.B. from Dalhousie University and earned a Master of Law degree from Osgoode Hall Law School. Meinhard has extensive experience in environmental law and policy issues. He has acted as policy advisor to the Canadian Environmental Assessment Agency, and was the principal legislative drafter of the discussion draft of the Nova Scotia Environment Act, released in 1993. Meinhard practiced environmental law in Halifax before joining CNS.

Debra Hawkins

Manager of Finance and Administration

Debra performs the combined duties of office manager and finance manager for Clean Nova Scotia. Reporting to the Executive Director, she is responsible for the administration and coordination of office operations, development of general office procedures, financial reporting, and accounting. With over 16 years of experience, Debra brings a wide range of expertise to her position with CNS.

Hilary Rankin

Director of Development

As Director of Development, Hilary is responsible for securing the funds that support CNS and its programs. She achieves this by matching the goals of CNS's programs with those of corporate sponsors and by building strong relationships with individual members of the community. Hilary holds a B.A. in Political Science from Dalhousie University. Much of her development experience comes from working with a variety of non-profit environmental organizations such as the Evergreen Foundation, Harmony Foundation, and Sierra Club of Western Canada Foundation.

Board of Directors/ Staff cont'd

Heather Gordon

Senior Programs Officer

Heather holds a B.A. in Economics and Business from Acadia University and a Master of Environmental Studies from Dalhousie University. She also holds a Certificate in Adult Education from Henson College. Prior to joining Clean Nova Scotia in 1996, Heather worked for Environment Canada with the Action 21 Community Funding program.

Greg Marquis

Senior Programs Officer

With a Ph.D. in History from Queen's University, in addition to an M.A. in History from the University of New Brunswick and a B.A. from Saint Francis Xavier University, Greg is an experienced researcher. He has published two books and is working on others and has numerous articles in peer reviewed journals. His areas of expertise include waste reduction, public policy and social marketing and heritage conservation. He has been on the faculty of several universities.

Grant MacKenzie

Senior Programs Officer

Grant has a B.Sc. in Psychology from Mount Allison University and a Certificate in Earth Resource Technology from NSIT. With six years of practical experience in the environmental field, he is very familiar with conducting assessments and managing solid waste and has a strong understanding of environmental management systems.

Anita DeCoste

Programs/Public Relations

When you come in to visit our office, Anita is likely the first person you will see. In addition to providing program assistance to the staff, she is currently responsible for CNS's *ReNews* and

Green Season publications, and has written this year's annual report. Anita has a B.A. (French), as well as a Bachelor of Public Relations degree from Mount Saint Vincent University, and a Bachelor of Education degree from Université Sainte-Anne. She taught in the Nova Scotia school system for several years, and worked in the Mount's Development and Alumnae offices prior to joining our staff.

Meredith Flannery

Programs Officer

As Programs Officer, Meredith designs and delivers school presentations that focus on why and how we should reduce the amount of waste we produce. Meredith holds a B.Sc. in Biology/Ecology and recently completed a Post Graduate Diploma in Environmental Science. Meredith has worked with non-profit organizations to raise awareness about issues such as logging in the ancient temperate rain forest. She has also undertaken municipal studies on bird and amphibian monitoring, freshwater toxicology, wetland mapping and ecological profiles of lakes, forests, and watersheds. Meredith has a deep love for nature and tries to help others develop a sense of stewardship for the environment.

Peter Geddes

Programs Officer

Peter has coordinated a number of programs including Pollution Prevention Audits, public and private industry solid waste management workshops, and Gulf of Maine protection programs. Most recently, Peter has been working with businesses to help them reduce and manage their solid waste production. Peter has a Bachelor of Design in Environmental Planning and a Diploma in Building Technology. Before joining Clean Nova Scotia, he worked in the field of land development, resolving engineering and environmental issues.

Debbie Nielsen

Programs Officer

Debbie is responsible for a range of programs including the *Planet Action Club for Kids (PACK)* newsletter, the Let's Root for Canada program, Earth Day, and Environment Week. Debbie holds a Bachelor of Science in Psychology from Dalhousie University and a Bachelor of Design in Environmental Planning from the Nova Scotia College of Art and Design, specializing in environmental education. Debbie has worked on a number of environmental projects, including developing an interpretation plan and trail guide for a nature reserve, and coordinating a community garden project in Halifax. As well, she visits schools and delivers presentations on waste reduction, attends provincial events, and sets up educational waste reduction displays.

Melanie Tower

Programs Officer

Melanie is the Climate Change 2000 Program Officer. She plans and coordinates provincial workshops on climate change. She is also responsible for producing, researching and sharing information on climate change and related issues with the general public. As well, Melanie developed a climate change brochure and video series. Additionally, she oversees three Nova Scotia Youth Corps teams in Halifax, Wolfville, and Antigonish. She has a Bachelor of Science in Biology from Dalhousie University with a range of knowledge from Biochemistry to Nature Conservation. She has worked on various internal projects at Environment Canada as the Environmental Management System Officer.

Cathy Trafford
Programs Officer

Cathy works under the Waste Reduction Centre program as the Targeted Education Program Officer for Regions 2, 3, and 4, as well as the Acadian communities of Nova Scotia. Fluent in French and English, she visits schools and delivers presentations on waste reduction, attends provincial events, sets up educational waste reduction displays, and visits Enviro-Depots. Cathy has many years of experience in the solid waste field. She previously worked in New Brunswick for Encorp, educating the public on recycling. With her enthusiasm and creative energy, Cathy is a popular presenter in schools in Nova Scotia.

Marlene White
Office Assistant

With twenty years of experience working with provincial and federal departments of the environment, Marlene provides invaluable input into all aspects of Clean Nova Scotia, including program delivery, purchasing and government relations issues.

Additional Staff Support

Over the past year, we received additional staff support from the following people:

Dave Duplissea
Matt Moody
Shannon Bowers
Maryse Mahy
Gary McKegney
Michelle Muise
Dave Verbiwski
Fred Wendt
Ted Aubut
Stephanie Sodero
Roy MacNeil
Melanie Hartzell

VOLUNTEERS TO JUNE 30, 1998

Marguerite Theriault
Shannon Bowers
Rosemary Lloyd

Keiko Tsuda
Sarah Carter
Anne Marie
Susan Waringer
Mark McLean
Ross McLaren
Marlene MacWilliam
Samantha Butler
Tammie MacDonald
Mary McCarrol
Carolynn Slater
Mandai Wiswell
Nick Veres
James Corkum

Awards and Recognition

Over the eleven years of its existence, Clean Nova Scotia has received awards and recognition from the following organizations for its programs and activities:

Canada's Green Plan, 1993
Pitch-In Canada/Clean World International
Nova Scotia Environmental Award, 1996
Environmental Assessment Award, 1997
EcoAction 2000 Environmental Citizenship Award, 1998
Gulf of Maine Council on the Marine Environment Visionary Award, 1998

Environmental Policy

Clean Nova Scotia strives to "practice what it preaches" by incorporating environmental stewardship into office operations. Staff and visitors are reminded of the policy by a series of "Green Office" prompts. CNS attempts to procure low-impact products and supplies, follows a "no-scents" policy and disposes of waste in a responsible manner. Staff reuses paper and sorts scrap paper into various recycling streams. Draft documents are distributed through electronic means to save paper. Paper, cardboard, and beverage containers are taken to an Enviro-Depot. Water is conserved through a

low-flush toilet and aerators and the kitchen area has a reusable coffee filter. Compostable organics are placed in vermicomposting bins or trenched into outdoor planters. Wasteless meetings and lunches are promoted. We have also developed a code of ethics for our staff, and a green procurement policy for purchasing in the office, which is available to the public.

Things For Sale

- **Quagmire:** an interactive role-playing game designed to educate junior high students on issues of sustainable development. The issue: a proposal to build a road through a wetland. Quagmire is being examined for possible revision and relaunching to complement the new Global Studies course in Grade 9 classes in Nova Scotia and other Atlantic provinces. Price: \$95 plus shipping.
 - **Clean Nova Scotia T-shirts:** our colorful eye-catching T-shirts are still available at \$15 each or \$25 for two.
 - **Low-flow toilets:** help the environment and your water bill by buying a low-flow toilet. A low-flow shower-head and aerators are included in the package. Price: \$99.95 plus HST.
 - **The Travelling Environmental Show:** This informative videotape series consists of 30-minute episodes on Household Hazardous Waste, Composting, Disposal Options, Journey of a Pop Bottle, Success Stories, Waste as a Resource, Litter and Construction and Demolition Debris. Own the entire series for \$65 plus HST or buy individual tapes for \$9.99 plus HST.
- As well, our new four-episode series on climate change is now available at \$9.99 per video, or \$33.00 for the set. Episodes include The Science of Climate Change, Climate Change in Nova Scotia, Climate Change and Your Home, and Climate Change and Transportation.



F I N A N C I A L S

(Year Ended June 30, 1999)

ASSETS

Current	1999	1998
Cash and Short-Term Investments	\$ 156,673	\$ 94,002
Accounts Receivable	112,642	30,623
H.S.T. Receivable	4,873	1,782
Inventory	2,127	3,422
Prepaid Expenses	4,437	7,400
	280,752	137,229
Equipment and Motor Vehicle	42,496	32,449
	\$ 323,248	\$ 169,678

LIABILITIES

Current		
Accounts Payable and Accrued Liabilities	28,503	17,065
Deferred Revenue	177,044	65,661
	205,547	82,726

NET ASSETS

Unrestricted	75,205	54,503
Investment in Capital Assets	42,496	32,449
	117,701	86,952
	\$ 323,248	\$ 169,678

CLEAN NOVA SCOTIA

Statement of Revenue and Expenditures (Year Ended June 30, 1999)

	1999	1998
Revenue	\$ 700,991	\$ 501,622
Expenditures	670,242	504,534
Net Revenue	30,749	(2,192)
Cash Position, Beginning of Year		\$ 94,002
Cash Position, End of Year		\$ 156,673

Statement of Investment in Capital Assets

	1999	1998
Balance, Beginning of Year	\$ 32,449	\$ 35,162
Purchase of Capital Equipment	17,095	4,799
Depreciation	7,048	7,512
Balance, End of Year	\$ 42,496	\$ 32,449